



David Milligan, Chairman
Jody E. Pollok-Newsom,
Executive Director

MICHIGAN WHEAT PROGRAM

Mi Wheat Industry

- Michigan ranks 12th in the US for winter wheat production (Kansas #1)
- Michigan wheat production as a percent of total US production is 2.4%
- Michigan wheat production (all classes) = ~40 million bushel (2012 avg yield = 76 bu/ac record)
- Michigan produces Soft White & Soft Red Wheat
 - 1993 Ratio White to Red: 70:30
 - 2011 Ratio White to Red: 40:60

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Mi Wheat Infrastructure

–Milling

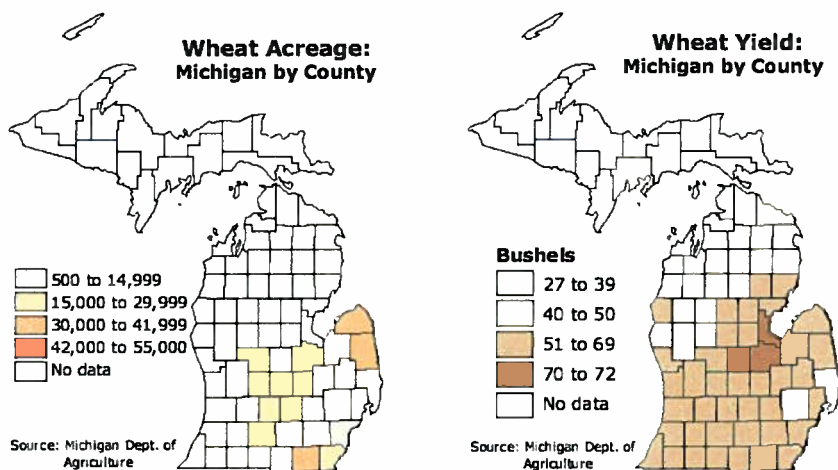
- Chelsea Milling
- Star of the West Milling
- Knappen Milling
- King Milling
- Mennel Milling

–End Users

- Kellogg
- Kraft
- General Mills

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Mi Wheat Production



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Mi Wheat Program History

- Initial referendum rejected by growers in 2001
- Second attempt approved in July 2011
 - 1,374 ballots cast
 - 747 producers approved (54%)
 - 6.1 million bushels (54%)
- Michigan Wheat Program established
- Board appointed November 2011 by Governor Snyder
- Inaugural meeting held December 2011

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Board of Directors

- David Milligan, Cass City, Chairman
- Art Loeffler, Frankenmuth, Vice Chairman*
- Chris Schmidt, Auburn, Secretary
- Scott Heussner, Marlette, Treasurer
- Carl Sparks, Cassopolis
- Dean Kantola, Ravenna
- Frank Vyskocil, New Lothrop
- Gerald Heck, Monroe
- William Hunt, Davison

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Getting Started

- Hire Executive Director, Feb 2012
- Office/Organization, March & April 2012
- Policies & Procedures in place, April 2012
- Assessment Collection
 - Assessment set at ½ of 1% (0.005) of value of Wheat-May 1, 2012 collection begins
 - Seed Wheat-December 1, 2012 (price set at \$6.41 by board)
- Strategic Plan Development, Dec 2012

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Strategic Plan Focus Areas

- Research
 - Yield
 - Quality
- Production Issues
 - Equity
- Education & Communication
 - Create awareness
- Promotion
 - Develop support/appreciation for industry
- Market Development
 - Options for farmers

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Mission



- **Promote a viable, thriving and growing Michigan wheat Industry which includes input suppliers, seed producers, growers, millers, end users and consumers.**

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Research

- **March 2012 develop focus**
 - Farmers, researchers, millers, end users, input providers, extension
- **MSU Wheat Breeder Position**
 - \$25,000 per year for 3 years
 - Matched with industry dollars
 - Part of the search process
 - Provided input through the millers
 - Eric Olson begins May 1, 2013

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Research

- August 2012 meet with researchers to fund projects:
 - Nitrogen
 - High Management Plots
 - Windgrass Control
 - Oilseed Radish Covercrop
 - Referendum Survey Data Analysis
- March 2013 proposals due w.funding announced in April-16 received/12 funded

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Production Issues

- Risk Management Agency
 - Crop insurance inequities
 - Partner with Mi Farm Bureau
 - Data submission regarding falling numbers
 - Evaluating for 2014 Crop
 - Proper Crop Loss Coverage
 - Losses \$1.00-2.00 +
 - Current coverage only 5-25 cents
 - RMA Response in late March/early April

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Production Issues

- Membership in Nat'l Assn of Wheat Growers
 - David Milligan & Chris Schmidt, board members
 - Research Committee, David Milligan
 - Domestic & Trade Policy Committee, Chris Schmidt
 - Developed a contract with them to focus on issues important to Michigan farmers

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Education & Communications

- Plot tours w. MSU Extension
- Winter grower meetings
 - IPM meetings
 - Soybean SMART meetings
 - Mi Millers Association meetings
 - Regional grower meetings
 - Thumb Ag Day
 - Bean & Beet Symposium
 - Wheat grower meetings

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Education & Communications

- Educational piece w. McDonalds
- Booth
- Brochure
- Monthly articles in
 - Michigan Farmer
 - Farmers Advance
- Greening of the Great Lakes Radio-WJR
- Press releases

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Education & Communications

- Website launched in October
 - www.miwheat.org
 - Email sign up for alerts
- Winter grower meeting
 - 200+ attendees-high farmer attendance
 - Rated very high by attendees
 - Strong interest in wheat

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Promotion

- Ag Day at the Capitol
- Mi Ag Environmental Assurance Program
- Mi Ag Council – Pure Michigan Agriculture
 - Mommy blogger tour
 - Pure Mi Wheat
 - Pure Mi Farmer
 - Foodie News
 - MLive website

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Market Development

- Summer Quality Tour w. MSU Extension
 - End users
- Membership in Mi Millers Association
- Discussion with organic segment

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The Future

- Assessment rate again set at ½ of 1% (0.005) of value
- Bus tour of Ontario plots
- Farm Journal Mi Wheat College
- Social media
- Research long range plans
 - Staffing
 - Collaboration w.row crops
- Continue building the program & industry

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For More Information

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